

## Organizations and Communication (A703301)

Due to Covid 19, the education and assessment methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

**Course size** *(nominal values; actual values may depend on programme)*

**Credits 3.0**                      **Study time 90 h**                      **Contact hrs**                      30.0h

### Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	Dutch	Gent	lecture	7.5h
			online lecture	22.5h

### Lecturers in academic year 2020-2021

Van Praet, Ellen	LW22	lecturer-in-charge
Claeys, An-Sofie	LW22	co-lecturer

### Offered in the following programmes in 2020-2021

	<b>crdts</b>	<b>offering</b>
Master of Science in Teaching in Languages(main subject Applied Language Studies)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Turkish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian)	3	A
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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Turkish)	3	A

### Teaching languages

Dutch

### Keywords

Organisations and communication

### Position of the course

The course unit 'Organisations and communication' (A40C) introduces various core aspects of corporate communication. To this end, the internal and external communication of organisations is placed in a cohesive framework and linked to

the organisational structure of organisations. The role of multilingualism and intercultural communication is also brought up in this connection.

## Contents

The course unit 'Organisations and Communication' (A40C) offers an overview of various forms of communication: internal communication, corporate communication and marketing communication. Aspects that are covered include: identity and image, building a strong brand, internal communication in the event of changes, developing a communication plan and crisis communication. Much time is set aside for drawing up a communication plan. Alongside a theoretical survey of the field of study, an introduction to key concepts and models, theory is also tried out in practice. This is done by (i) cases, that pertain to the lesson content and (ii) guest lecturers that flesh out the different aspects of communication in organisations.

## Initial competences

The general competences that may be expected from an academic bachelor, preferably in a course-related discipline.

## Final competences

- 1 Having advanced knowledge of communication processes related to the internal communication of organisations, and based on that knowledge, reflecting on the communication of organisations.  
[MC. 1.3, evaluation]
- 2 Having advanced knowledge of communication processes related to the external communication of organisations, and based on that knowledge, reflecting on the communication of organisations.  
[MC. 1.4, evaluation]
- 3 Independently contributing to scientific research relating to one or more specialisms within, or connected to, the topics of communication, multilingualism and intercultural aspects.  
[MC.2.1, evaluation]
- 4 Communicating on their own research with both a broad and specialised audience, both orally and in writing.  
[MC 2.4, evaluation]
- 5 Actively following new developments both within the discipline of communication in organisations and multilingual, intercultural contexts, and within the general context of language and culture, reflecting on these critically and placing them in a broad social and intercultural context.  
[MC 3.1, evaluation]
- 6 Underpinning their views in a scientifically justified manner and sharing these with both lay people and colleagues in a coherent and clear manner.  
[MC 3.2, evaluation]
- 7 Making adequate use of the acquired insights into the communication of organisations.  
[MC. 6.3, evaluation]

## Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

## Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

## Teaching methods

Online lecture, Lecture

## Learning materials and price

Wil Michels, *Communicatie Handboek*, zesde druk, 2019. ISBN: 9789001899899

## References

Related to Chapter 7. Interne Communicatie:  
*Robertson, F. (2009). Classic models for communication. In M. Wright (Ed.), Gower handbook of internal communication (2<sup>nd</sup> ed.) (pp. 117-151). Farnham: Gower.*  
Related to Chapter 10. Specialismen in corporate communicatie:  
*Oberseder, M., Schlegelmilch, B.B., & Murphy, P.E. (2013). CSR practices and consumer perceptions. Journal of Business Research, 66(10), 1839-1851.*

*Coombs, T.C. (2007). Academic Research Protecting Organization Reputations During a Crisis: The Development and Application of Situational Crisis Communication Theory. Corporate Reputation Review. Vol. 10, 3, 163–176.*

**Course content-related study coaching**

Consultation by appointment; Supervision via the learning platform

**Assessment moments**

end-of-term assessment

**Examination methods in case of periodic assessment during the first examination period**

Written examination with multiple choice questions, Written examination with open questions

**Examination methods in case of periodic assessment during the second examination period**

Written examination with multiple choice questions, Written examination with open questions

**Examination methods in case of permanent assessment**

**Possibilities of retake in case of permanent assessment**

not applicable

**Extra information on the examination methods**

Written exam (100%)

**Calculation of the examination mark**

-Periodic evaluation: the written exam tests the knowledge about the field, using multiple choice questions and open questions.

**Facilities for Working Students**

- Possibility of exemption from attendance for part of the lessons. If this is the case, a substitute assignment will be given, in consultation with the lecturer.
- Optional alternative exam at a different time in the academic year.
- Possibility of feedback on appointment with the lecturer.

**Addendum**

A40C